scanning the program information label to ascertain the instantaneous content level of the program over the duration of the program;

determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of the program; and

scheduling said one advertisement within the program at a time based on the instantaneous content level of the program information label.

New Claims:

-- 55. (New) The method of claim 50, wherein the menu comprises programs available for viewing.

56. (New)   The method of claim 55, wherein programs available for viewing are represented as channels on a television.

57. (New)   The method of claim 50, wherein the menu comprises programs selected based on a user's input enjoyment ratings for programs previously viewed.

58. (New)   The apparatus of claim 16, wherein the local information label is modified based on program context.

59. (New)   The apparatus of claim 58, wherein the context of the program is represented by a variable.

60. (New)   The apparatus of claim 59, wherein the variable is represented by bits

in a transmitted information label.